



PLAIN TALKS.

Probably
March 1934



THE PRESIDENT'S MESSAGE

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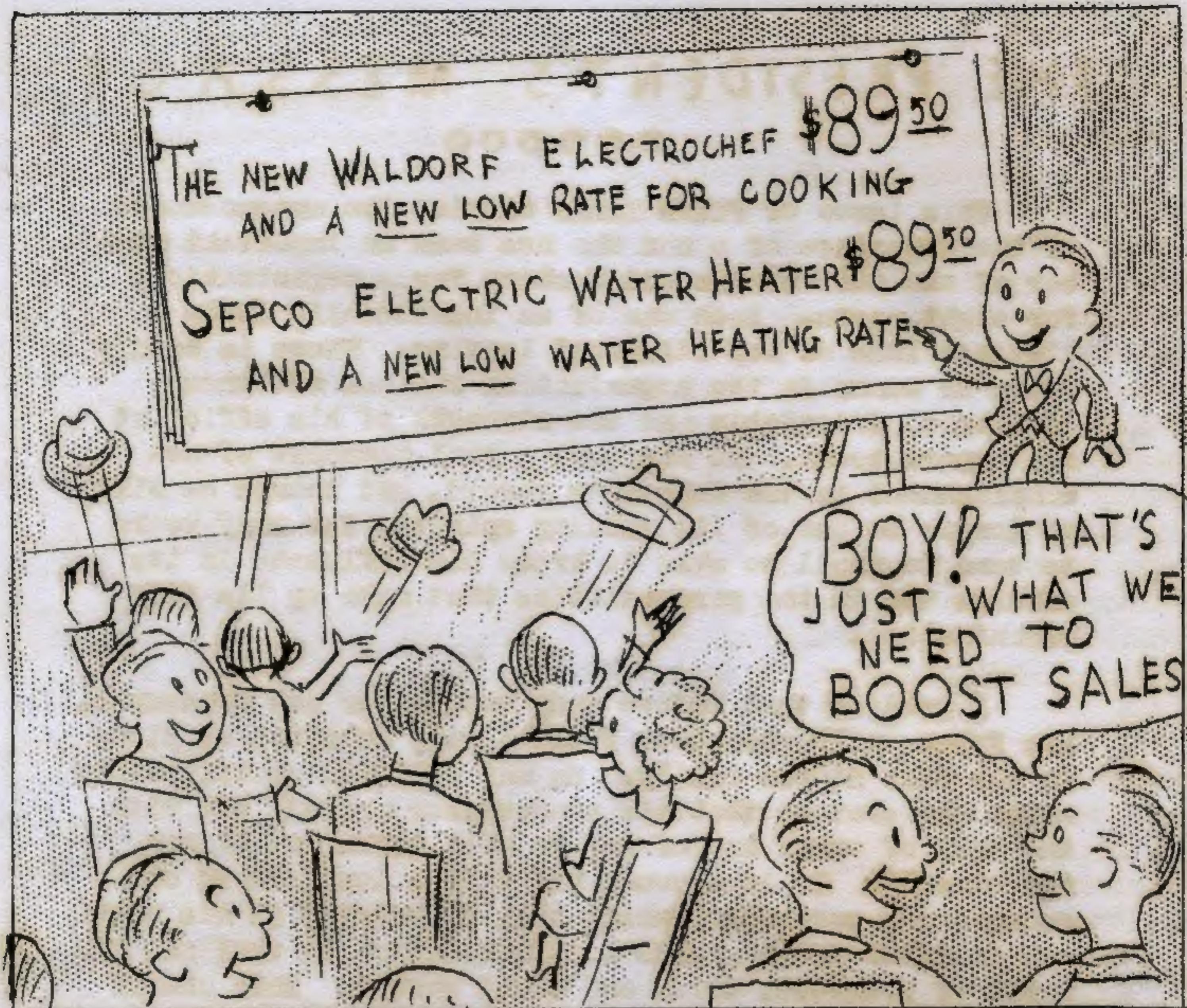
This issue of PLAIN TALKS carries the announcement of the departure of a man who has been an important member of the Gulf States and Eastern Texas organizations for eight years. Each one of us individually feels a distinct loss at Ben Williams' leaving. There is hardly a man or woman in the organization who has not known his genial friendship and the strength of his efficient and expert touch. He has left a real monument of accomplishment in the Company's record, and though he will no longer be one of its guiding spirits, for many years to come we shall be able to trace his influence in its affairs and in the personalities that make up its fine organization.

I predict that before many months our new Treasurer, Hap Faber, will also have found a very substantial place in the Gulf States family. He may not fill exactly every niche and crevice that his predecessor graced, but with the help of every one of us, he will carve out places for himself. He is a young man with a long record of conspicuous successes behind him, interested in his work and in other people, with a determination to continue his march of progress, tried and found worthy. Each one of us may well resolve to observe Ben Williams' leaving in a fitting manner by doing everything possible to demonstrate to Hap Faber and his splendid family that they are one with us.

To Ben Williams, good luck and Godspeed; to Hap Faber, a hearty welcome and a friendly greeting!

Tom Walker

PLAIN
TALKS



Things have been happening fast and furious in the Sales Department since the first of the year. A new low 1¢ off-peak rate for water heating, cutting the cost of electric hot water in half, prompted a campaign on Sepco heaters. Seventy-five Waldorf Electrochefs have found their way into G.S.U. homes since the BIG NEWS campaign began, bringing the total of married employees who cook electrically to 306, or slightly more than 50%. A new low rate for cooking was announced at the same time.

On March 1st the Waldorf will be offered to the public for \$89.50 installed, with as long as 3 years to pay. Help the Company put these campaigns over by familiarizing yourself with the new low rates, water heater, and range. Tell your friends.

BEAUMONT DIVISION

Beaumont Production

G.R. Fulton, Supt. Production, and P. Bradshaw, Chemist at Neches Station, attended the Texas Waterworks Short School at Dallas. Both report a very interesting and instructive trip.

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No. 2 turbine at Neches is undergoing its regular bi-yearly inspection and is having an improved type sealing gland installed. This work is being done under the supervision of L. E. Essner, Westinghouse Service Engineer.

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The Neches Station "pet" goat is gone and a smile of contentment is spread on Ollie Bauman's face because he doesn't have to beat the goat to his lunch each day.

* * *

Monte Marshall says that the Navasota employees certainly know how to entertain. She spent the week-end of February 17 with them and while there Ethel Doane and Johnny Adams sponsored a dance for her. She made many acquaintances there and says if she has ever had a better time anywhere she can't remember it.

We were deeply grieved by the death of Mrs. J. A. Uehlinger on February 18. Jack and his wife have been very popular with all employees in this department and we extend our sympathy to him in his bereavement.

On February 1, Jack was transferred from Neches Station to the Port Arthur Lakeside Station as Station Electrician.



Since the highline phone has been moved to the Sales Department office, several constant users have encountered difficulty in reaching the mouthpiece.

Beaumont Stenographic

Mary Lilyerstrom spent several

days in Dallas recently as the guest of friends. While there she attended meetings of the B. & P. W. Club.

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Muriel Lamkin spent the week-end of February 17 in Houston, as did Frances Emmer and her family.

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Delscie Miles has had as her guest for several days, her sister, Thelma, from Jena, Louisiana. Delscie spent the week-end of February 10 at her home in Jena.

* * *

Alice Lyons spent the week-end of February 10 at her home in Sulphur, Louisiana.

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A former member of the Steno. Dept., Mrs. Irene Hutchinson, and husband, Harry, announce the birth of a daughter on Feb. 17.

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The Stenographic Dept. (and others) bridge club had its ninth party on the evening of Feb. 13, when Julia Peterson entertained at her home on Calder Avenue.

* * *

Ruth Morgan and husband spent Sunday, Feb. 25, in Louisiana watching Azaleas bloom - and other things.

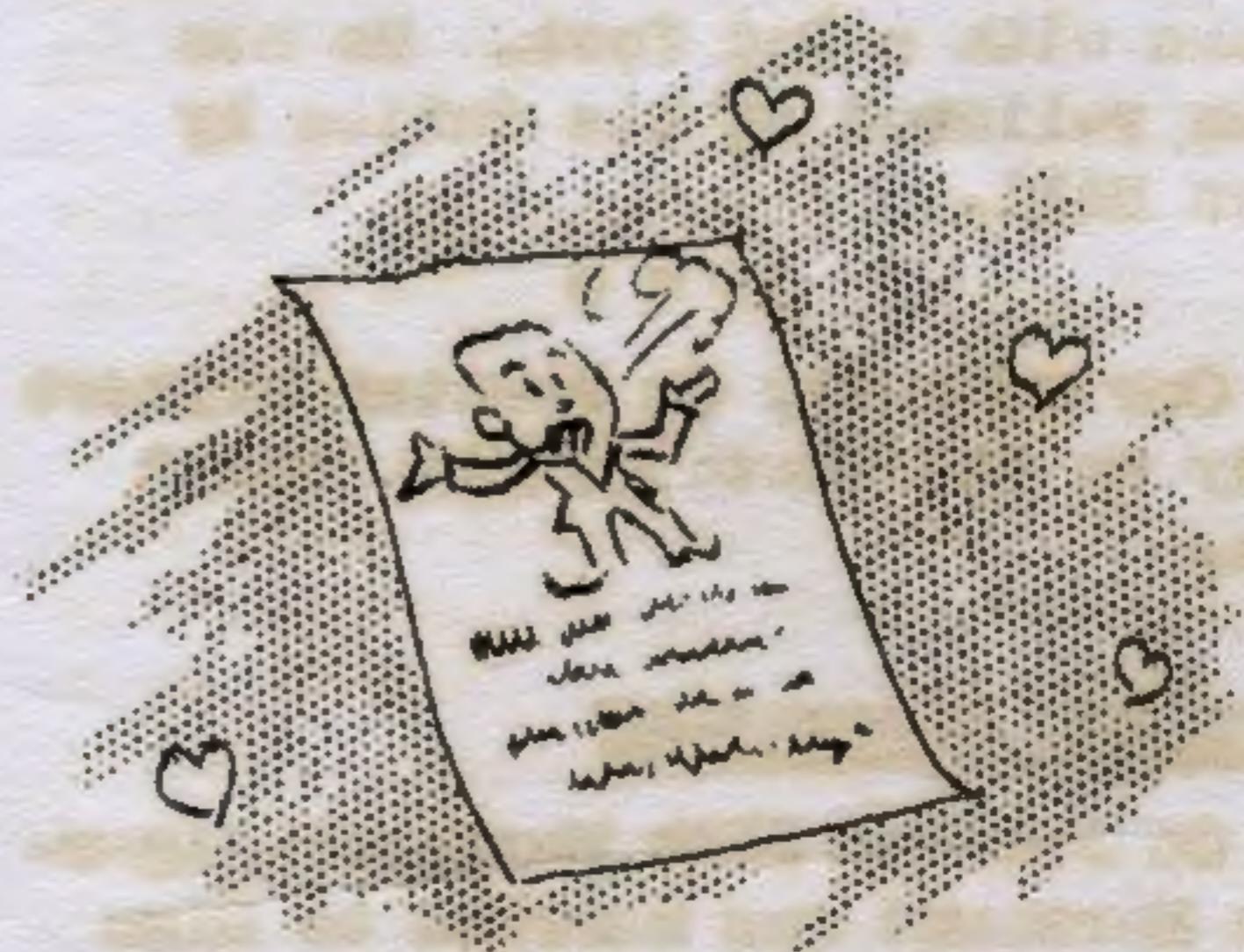
Beaumont Distribution

We are all glad to know that Mr. Braunig's Mother-in-law, Mrs. McAlpine, is rapidly convalescing after a serious illness.

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Our sympathy to W. H. Brader, who was called to Joplin, Missouri, on the death of his brother recently.

* * *



Everyone in the Distribution Department received a valentine - ask to see them!

* * *

Mr. Potts is in high spirits these days as his son Oliver is home on a furlough from San Pedro, California, where he is gunner on battleship New York.

* * *

Izene Rouse visited her mother who was seriously ill in Shreveport recently.

* * *

Ruth Wilbanks, Izene Rouse, and Estelle Taylor attended the Business & Professional Women's District Conference in Port Arthur.

* * *

Johnny Wakefield, of Woodville, has been incapacitated several weeks with a bad foot. He has been relieved of his duties by John Hill.

* * *

Our sympathy to Janitor Gilbert Eddy on the death of his infant son.

Beaumont Accounting

On January 27th Mortimer Algeron Merchant was married to Miss Wier Aldridge. "Merch", who has been an employee of the Company for eight years, has a host of friends who extend congratulations.

Orange

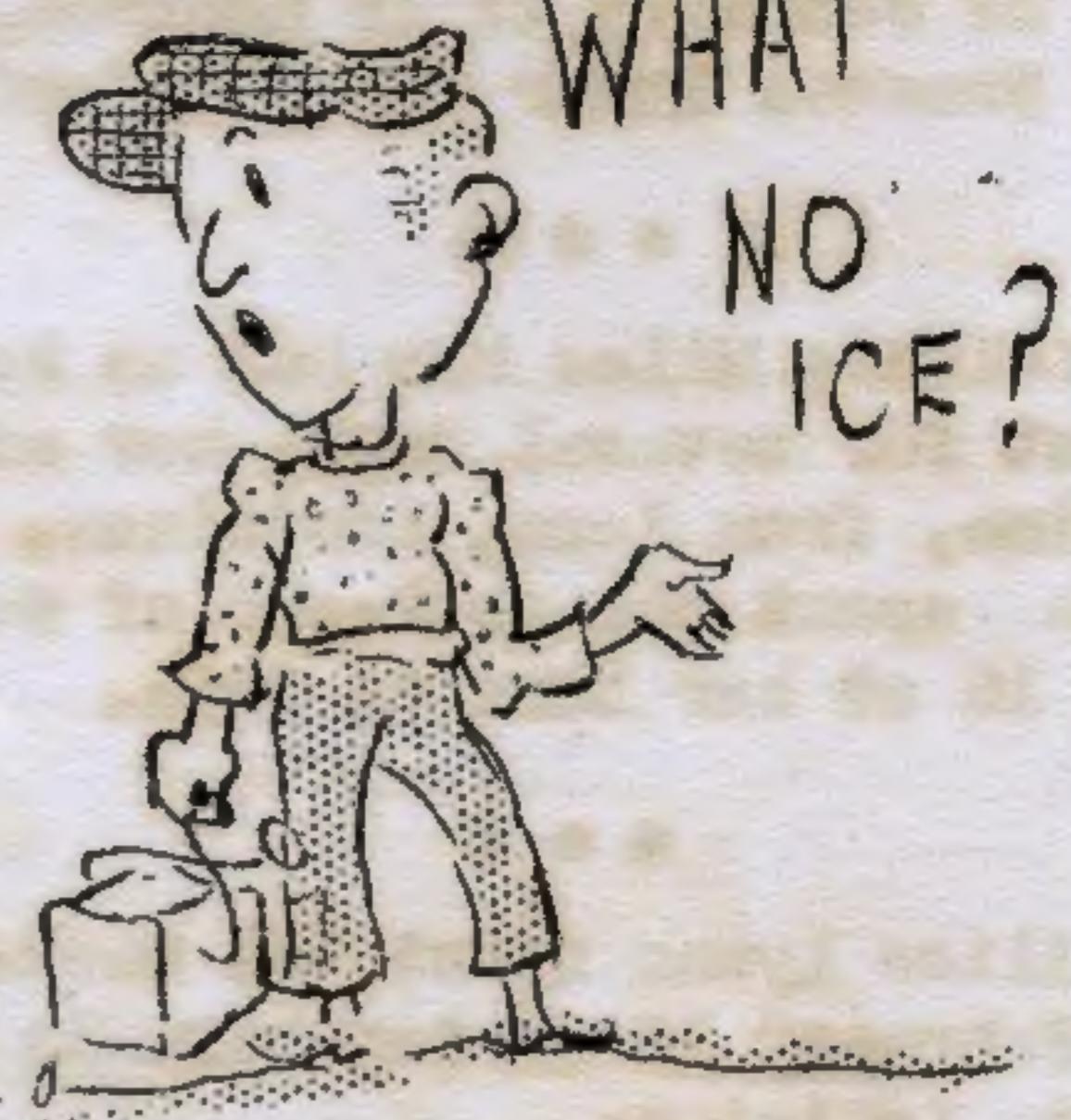
Bill Holik, Beaumont Distribution Dept., enjoyed fishing with

us on February 10.

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Jimmie Robinson is "taking in" the Mardi Gras in New Orleans.

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Since acquisition of retail ice business in Orange by our company, George West and all the plant boys have been taking turns at the "Ice-man" game. T. S. Havens has been employed as ice deliveryman.

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The old paper mill substation has been transported to Lake Charles to be used in connection with the new chemical plant there.

* * *

Messrs. Braunig and Holik introduced the new Electrochef Range to us in a meeting of all employees of the Orange office, and informed us of the new rate for electric

water heating. G. C. Strickland and W. B. Boswell have already purchased new ranges.

* * *

G. C. Strickland, water foreman, is leaving for Cleveland to supervise laying of new water mains.

Liberty

Tom Ridley, Chief Engineer, was able to return to his work on Feb. 5th after being away for two weeks with an injured knee.

* * *

Oil Field Operations in the

Liberty Territory: A test well is being drilled on W.T. Finley tract five miles west of Hardin; rig is being set up on James Knight survey northwest of Hardin and at Capers Ridge on west side of Trinity river.

There are three rigs running at Esperson Dome and one running one mile west of the Hankamer field. Another rig is operating about $1\frac{1}{4}$ miles northwest of the Hankamer field.

A well in vicinity of Kenefick on west side of Trinity river and northeast of Dayton is down 4,100 feet.

A deep test well in the South Liberty field is in pay sand and all indications point to a good well.

LOUISIANA DIVISION

Lake Charles

Contracts have recently been secured from the Mathieson Alkali Works, Inc., for 2000 K.V.A. of electric service for their operations at the main plant located near Lake Charles, and for 300 Kw. of electric service for the operation of their brine pumping plant at Hackberry.

* * *

Contracts have recently been secured from The Texas Company for

the construction of approximately two miles 33,000 volt line and for electric power to operate a drilling rig in St. Martin Parish. This load is especially interesting due to the fact that there is now about 14 ft. of water in this territory, and all lines, substations and derrick foundations must be built on piling. This is The Texas Company's first attempt to use an electric drilling rig with power supplied by our system.

* * *

Born to the Pat Barras',
Patrick Henry Jr., February 12.

NAVASOTA DIVISION

Navasota

Miss Wilton Edwards and G.E. Madeley of Chapel Hill, were married in Brenham, February 18. Mrs. Madeley was formerly employed in the Navasota Division office. She resigned from her position on February 15, and will make her home in Chapel Hill where Mr. Madeley owns a drug store.

* * *

Congratulations, L. J. Pitre, on your marriage to Miss Mary Maud Childs of Church Point, Louisiana, on December 26.

* * *

On Board of Directors of a recently organized Junior Chamber of Commerce in Navasota are L. C. McClurkin, P. G. Simon, L. M. Welch and Ernest Figari.

* * *

Our sympathy to Roy Hudspeth, Jr., on the death of his father, Mr. Roy Hudspeth of Bryan, on January 1.

* * *

Why did C. C. Jordan spend the night in a beauty parlor in Conroe recently?

* * *

The R. E. Mortons have just re-

turned from a vacation trip to Lake Wales, Florida. Bob enjoyed visiting his old "stomping ground".

* * *

Dick Haddox spent two weeks vacation in Navasota hunting and just "lazing" around.

* * *



Selma Schow was very ill for about two weeks recently but is back at work now and feeling much better. Her new company car is a honey!

* * *

Groveton

A Government farm colony is being built at Woodlake. It is the only one of its kind in Texas and will consist of 100 homes, each hav-

ing modern conveniences. This will mean a hundred new customers for us and the load of a large electrically driven motor for pumping water.

* * *

A cafeteria using two Electrochefs has been installed in our school.

* * *

We are adding new customers every day - a good indication that Groveton is on the up and up.

Conroe

LOST - one billfoldor, containing a \$5.00 bill, several prominent phone numbers, one life history, several courtesy cards and credentials. Finder please notify local District Superintendent. Reward \$5.00 bill.

* * *

Mr. Wakefield is spending about 40% of his time in Cleveland help-

ing read meters and do sales work while they are having a rush over there.

Caldwell

Since last issue of Plain Talks "Bill" Clarke has been elected president of Men's Brotherhood of Caldwell.

* * *

Alex Wier of Hempstead transferred to Caldwell as electrician.

* * *

Work is going forward rapidly in Burleson County on new east and west highway, State No. 21. Also a new route over No. 36 north and south is being surveyed by state engineers.

* * *

Caldwell enjoyed an excellent turkey season, refrigerating approximately 160,000 lbs. - nine car loads. This meant a considerable increase in ice revenues for November and December.

P O R T A R T H U R D I V I S I O N

Port Arthur Distribution

A recent pleasant surprise was the announcement of the marriage of J. O. Lively to Miss Pearl Talbert. Mr. & Mrs. Lively are

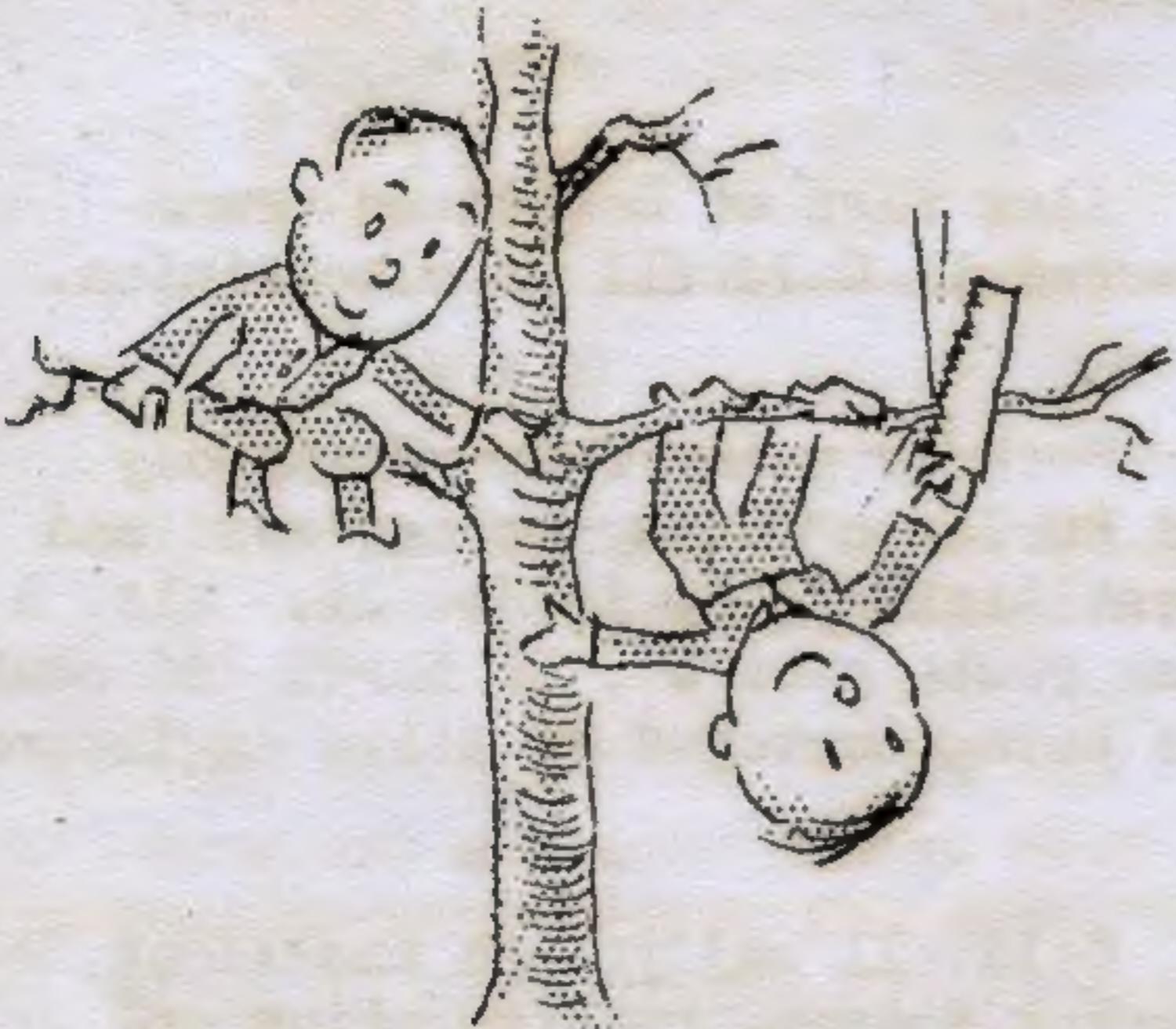
making their home at 1820 Ninth St.

* * *

The Port Arthur Engineering Dept. became 100% sold on electric

cookery when Kirk Brock bought his electric range. Twelve other employees in the Distribution Dept. have recently junked or sold their old gas ranges and have begun cooking the electric way. Just send any disbelieving prospects around if you want them to be convinced that our way is the best way.

* * *



"Slim" Stoner and "Bigboy" Homuth are spending most of their time these days up in the trees, and it's a common occurrence for these boys to have an audience of twenty or twenty-five persons watching their daring antics as the branches fall.

* * *

Engineers White and Spencer of Beaumont were recently here doing

some survey work on rebuilding our lines on the new Orange road. If we consider this as preliminary work toward extending our service to the proposed Naches river bridge, we can no longer say that the Beaumont boys haven't done something to help us build the bridge.

* * *

"Pop" Jordan and C. E. McMillan are the only two single young men left in the Distribution Dept. There's a chance, girls, but both boys are very bashful!

Port Arthur Sales

28 electric ranges have been sold to employees of Port Arthur Division since February 1.

* * *

Everyone is enthusiastic over the new low rate for range and refrigerator users.

Port Arthur Accounting

Hyacinth Eden was ill four days with a severe cold.

What do you think of the voter who casts his vote for the one he thinks is the best man?

He's a traitor to our party.



Port Arthur Ice Dept.

Tony Dugas, Till Anderson and

E. T. E. N E W S

1933 saw a new low accident record established by E.T.E. Co. - all divisions, with a total of 348 accidents reported as against 378 for 1932. The following tabulation shows the past six years' accident figures for the Beaumont Division alone:

1927	-	1077
1928	-	872
1929	-	743
1930	-	679
1931	-	447
1932	-	338
1933	-	301

At the beginning of 1933, "Bill" Gaines and "Frenchy" Sheffield wanted to bet all comers that the total accidents would be cut to 300 even by the end of the year and they certainly came close to it. To "Bill"

J. S. Guilbeaux, of the Port Arthur Ice Dept., were awarded 12 lb. Swift Premium hams for their efforts in a salesmanship contest during January.

* * *

Home Economist Mamie Voyles, assisted by Miss Jamesnil, prepared and served delicious electrically baked ham with pickles, olives, hot rolls and coffee.

and "Frenchy" goes much credit in establishing this low record.

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Port Arthur Division the past few years has worked down to such a low accident figure that it seems almost impossible to beat it. In 1932 this division reported only 40 accidents, with 326 no-accident days. 1933 was not quite so good, with 47 accidents and 321 no-accident days.

Beaumont Division had 159 no-accident days in 1933.

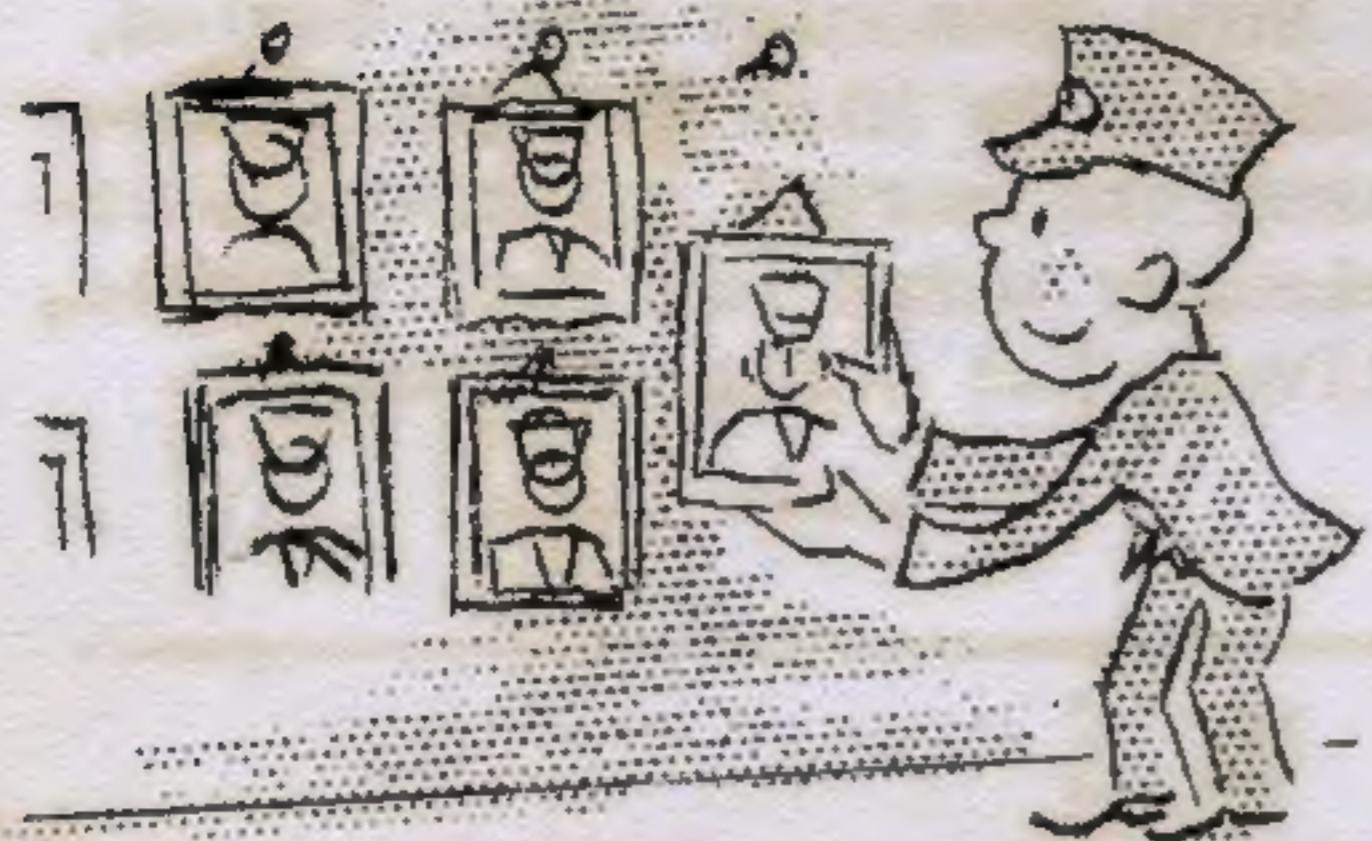
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Clyde A. Boyd, operator and supervisor in the Beaumont Div. for the past 12 years, has recently been transferred to the Port

Arthur Division as supervisor.

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★ GOLD STAR ★ HALL OF FAME



Adrian E. Johnson, of the Port Arthur Div., earned his fifth gold star in December, 1933, and thereby becomes a member of our

"Hall of Fame".

In January, 1934, Robert W. Stanford, of the Beaumont Div., earned his fifth star, which entitles him to the same honor.

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Operator L. L. "Buster" Davis who has been a street car and bus operator for the past 5 years in the Port Arthur Division has been transferred to the Beaumont Div.

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John L. Walker was recently employed as a bus operator in the Port Arthur Division. It's merely a question of "coming back home" for John as he worked in that division a few years ago.

They had new neighbors and the wife was much interested in them. In a few days she reported:

"They seem a most devoted couple. He kisses her every time he goes out and even waves kisses to her from the sidewalk. Why don't you do that?"

"Why don't I?" replied the husband. "Good heavens, I don't even know her yet."

Binks (phoning down from his room): "Night Clerk?"

Snippy Clerk: "Well, what's biting you?"

Binks: "That's what I want to know."

The state police were giving examinations for drivers' licenses. Upon returning from the driving test, a middle-aged negro was questioned about different highway laws.

The questioner asked: "And what is the black line in the middle of the highway for?" Sam replied promptly: "Fo' bicycles."

"This certainly is a slow town."

"Slow? It's so slow they arrested a mail man the other day. They thought he was a Confederate soldier."